CLAIMS

I claim:

1. A customized data collection system for individually tailoring computerized questionnaire administration, comprising: providing a data collection interface; providing a rules means to store and execute zero or more predetermined logic units; and providing a customized means to store and execute zero or more user defined logic units; and providing a loading means to load the logic units in a prescribed order, whereby, the presentation and answers to questions may be altered based on said logic unit execution, and whereby, said questionnaires can be easily and quickly customized in real time so that each said user can request the same questionnaire, but be administered similar, but substantially different sets of questions even if their answers to all overlapping questions are the same.

2. The system of claim 1, wherein the customized data collection system includes an interface to add, modify, and delete logic units.

3. The system of claim 1, wherein logic unit components include: a testing means to analyze zero or more environmental variables, programmatic states, stored data elements, or other data available to the customized data collection system; an execution means to trigger execution of the testing means before or after zero or more programmatic events; and a set of zero or more actions that will run in a prescribed order for each of the testing means results.

4. The system of claim 3, wherein actions have execution means to control any programmatic action of the customized data collection system, including sequencing,

wording, response options, answers to the questionnaires, and branching to other said questionnaires.

5. The system of claim 3, wherein actions have altering means to modify the components of other said logic units, whereby the functionality of any logic unit (both predetermined and customized) can be reversed or dramatically altered for a subset of users.

6. The system of claim 5, wherein components of a logic unit have blocking means to lock one or more of said logic unit components from modification by other logic units.

7. The system of claim 6, wherein blocking means have further conditional means to lock only a subset of other logic units from modifying a logic unit's components.

8. The system of claim 1, wherein providing a relationship means to define and track users, user defined logic units, and user's hierarchical relationship to other said users, whereby said loading means can first load hierarchically superior user defined logic units before loading other user customized logic units, and ensuring that superior user preferences and restrictions are executed first;

9. The system of claim 8, wherein providing policing means to delete obsolete logic units that have been blocked from execution by previously loaded logic units.